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**AGRICULTURAL  
EXPERTS  
PREDICT**

**A**

**\$5,000,000.00**

**BUSINESS**

**for the**

**BOYSENBERRY**

**by**

**1945**

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**MAKE YOUR PLANTING NOW AND  
SHARE IN THE PROFITS!**

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U. S. Department of Agriculture

U. S. DEPARTMENT OF AGRICULTURE,

WASHINGTON, D. C.

BUREAU OF PLANT INDUSTRY  
Fruit and Vegetable Crops and Diseases

o p o 8-3501





# 1941 PRICE LIST

.. RELEASED BY ..

## Boysenberry Plantation

LAPEER MICHIGAN

There is a scarcity *TODAY* of *QUALITY* Boysenberry plants. *GENUINE* Boysenberry plants are *ALWAYS* at a *PREMIUM*.

With fresh Boysenberries and its products gaining so rapidly in popularity, **GOOD NEW COMMERCIAL** growers *demand* only the very choicest plants. One Year's delay means a loss to you in this great new enterprise in merchandising Boysenberry products.

A leading Agricultural Engineer says "No other introductions have ever made the progress of the Boysenberry."

It requires only 8½ quarts of fresh Boysenberries to produce a gallon of pure juice. A few acres of Boysenberries and a home pasteurizing outfit offers a new source of income at a time when **ALL AMERICA CAN AFFORD TO BUY**. A great National Defense Program stimulating buying power multiplies the possibilities of merchandising Boysenberry products.

A customer from Plainview, Texas wrote: "Received the 500 tips from you. We got, we would say, a 95% stand from your plants and they have grown good this season. We have always been well pleased with the plants as they were well rooted and did fine. About the same time that we got your plants, we bought a like number near home and they only had a little "fuzz" along the stems for roots and as a result we lost most of them and the ones that did live took a long time to get started."

*A QUALITY plant is the CHEAPEST Plant especially when it is reasonably priced.*

10 No. 1 Tip Rooted Plants .....	\$ 1.50	10 Strong No. 1 Two-Yr. Transplants \$	2.50
50 No. 1 Tip Rooted Plants .....	4.00	50 Strong No. 1 Two-Yr. Transplants .....	8.75
100 No. 1 Tip Rooted Plants .....	8.00	100 Strong No. 1 Two-Yr. Transplants .....	17.50
200 No. 1 Tip Rooted Plants .....	15.00	Each Additional Hundred .....	17.50
500 No. 1 Tip Rooted Plants .....	27.50		
1000 No. 1 Tip Rooted Plants .....	50.00		

### SPECIAL

**435 Tip Rooted Plants (Enough For 1 Acre Planting) \$25 Prepaid**

Note:—For fall plantings and all orders shipped South during the winter months, transplants in their dormant stage are ideal unless more mature plants are desired.

### ACRE PLANTING OUR SPECIALTY

Planting 10 x 10, it requires 435 plants per acre. We recommend transplants for commercial plantings. Transplants are always well worth the difference in price.

450 Strong No. 1 Transplants .....	\$70.00
450 Grade 2 Transplants .....	50.00

**FULL TWO-YEAR OLD PLANTS—35c and 50c each**

(A Limited Quantity)

**FULL Two-Year old plants, clipped, fertilized and irrigated—not equal in quality to our Full Two-Year old plants priced at 75c, \$1.00 and \$1.50 each**

last season but **GOOD STOCK**—well worth the money and especially good for garden plantings.

**PARENT PLANTS—\$3.00 each**

One **GENUINE** Boysenberry plant from the original Boysenberry Plantation in California, now thoroughly acclimated and matured—A **PARENT PLANT**. (only 5 sold to one individual.)

Note:—The prestige of Boysenberry Plantation, Lapeer, Michigan has been built upon its very choice **PARENT** stock—the original stock from which all other propagations are made. (This may be the last season in which it may be possible to obtain any of this **ORIGINAL** stock.)

### THORNLESS BOYSENBERRY

No. 1 Tip Rooted Plants			
1 for .....	\$ .40	50 for .....	\$ 7.50
6 for .....	1.50	100 for .....	15.00
12 for .....	2.50	200 for .....	29.00
25 for .....	4.00	300 for .....	42.00

### TWO-YEAR TRANSPLANTS

(A Rare Opportunity)

75c each	3 for \$1.75	6 for \$3.00	12 for \$5.50
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(Write for prices on larger orders)

Note: We have not tested the thornless Boysenberry sufficiently to recommend it for commercial plantings. Those who would like to try it for garden plantings, will find the above exceptionally fine stock. The thornless Boysenberry is supposed to ripen two weeks earlier than the thorny Boysenberry.

Order Note—Many customers and prospective customers were disappointed last season in not being able to obtain some of our very choice stock. We were completely sold out of some of our choicest plants quite early in the season. A 20% deposit will hold any order for Spring shipment.

The booklet on "How To Grow the Boysenberry Successfully" is included with each order.

With the exception of the **SPECIAL** order on tips, all orders are

F. O. B. Lapeer, Michigan

Yours for Successful Boysenberry Culture.

*Gene Jarvis*

"WE SELL THE NATION, America's Finest **GENUINE** Boysenberry Plants"

Boysenberry Plantation, Lapeer, Michigan is the HEADQUARTERS for commercial Boysenberry growers throughout the United States and Canada.

Prospective customers have come from New York to California and as far South as New Orleans to obtain definite information on "How to Grow the Boysenberry Successfully." It has been a privilege to show our GENUINE Boysenberry stock and the *i d e a l* conditions under which it is grown.

An excerpt from the 1940 April Issue of Motor News states: "A farm that nature must have planned for Boysenberry crops, for through it runs the Flint River that supplies irrigation, and on it is a railroad siding that promises future possibilities in shipping, and on it, too, are other facilities for a perfect dovetailing of resources. Even fertilizer isn't a problem there, for the Jarvis' farms carry a herd of prize Hereford cattle that are beautiful to look at."





# Plantation

## , Michigan

*True Northern Grown Boysenberry Plants*

Spring and Fall Edition  
With 1940 Price List

### Rotogravure Section Of Detroit News May Encourage New Growers

In the December 3rd issue of The Detroit News, Rotogravure Section, is a pictorial article entitled "She Gave Up City Life to Farm."

For those who are inexperienced in the culture of the Boysenberry, this article may offer encouragement. Only four years ago, this specialist of the California Boysenberry in a Northern climate was a pioneer in this new vocation.

At that time, there was no information available on the growing of the Boysenberry in a Northern climate. All of my experiments had to be conducted at my own expense and in the beginning it was very questionable whether or not the Boysenberry would grow in Michigan.

Now with a source of information unequalled by any other grower in the Eastern part of the United States, inexperienced growers today have only to follow instructions and proceed. It is now a proven fact that the California Boysenberry will grow in a Northern climate and produce prolifically.

### MOTOR NEWS Releases Editorial "Now It's Boysenberries"

Those located in Michigan and Detroit especially, may be interested in reading the article in Motor News by Bessie S. Henley from which the following excerpts are taken:

It's the executive or the professional man who is evincing the keenest interest in Boysenberries. He can buy the original Boysenberry plants right here in Michigan. Less than four years ago Irene Jarvis of Lapeer, Michigan, saw the possibilities in Boysenberries and did something about it. But possibilities alone wouldn't have been to much advantage if certain other combinations of good fortune—and good judgment—hadn't been with her. A flair for foods was perhaps her first asset. Or perhaps first was a farm of a hundred and five acres that had "belonged" in the family for seventy-five years—a farm that nature must have planned for Boysenberry crops, for through it runs the Flint River that supplies irrigation, and on it is a railroad siding

that promises future possibilities in shipping, and on it, too, are other facilities for a perfect dovetailing of resources. Even fertilizer isn't a problem there, for the Jarvis farm carries a herd of prize Hereford cattle that are beautiful to look at.

With expertise in horticulture to assist Miss Jarvis, she has within three years developed the one commercial producing Boysenberry Plantation in Michigan. In fact, Boysenberry Plantation, Lapeer, Michigan, is the largest plantation of its kind in the eastern half of the United States. Keen ability to plan and to execute, foresight, courage, grit, a bubbling enthusiasm, good judgment, hard labor—all have gone into making Boysenberry Plantation of Lapeer the success that it is.

Strange that California Boysenberry plants had to come to Michigan to be reshipped all over the United States and Canada. But when all other localities have been supplied and are in turn supplying with their own stock—"So what?" we ask. "Will your wonderful set-up here go stale and unprofitable with the widespread competition that is bound to build up?"

But Miss Jarvis, super-business woman that she is, has looked well to the future. "Have you tasted Boysenberry juice?" she asked. "There's no limit to what the American public can consume in beverages, you know. The United States is a thirsty nation and Boysenberry juice is a great beverage. I hope to be one of the first in Michigan to introduce it," she added.

### What Other Growers Are Doing

Excerpt from Capper's Farmer, February, 1940. "S. D. Story and Son, Oklahoma, picked and sold close to \$5,000 worth of fruit from 11 acres. The best returns yet obtained by the Storys was from the first acre set. It produced 350 crates and fruit sales exceeded \$800.00."

Last season, a grower from Portland, Oregon, reported a yield of four tons to the acre on a twenty acre planting without irrigation. **What other Growers are doing, you can also do if you will take care of your Boysenberry acreage.**

Spray in the dormant stage with lime sulphur. It is one of the most important sprays of the season.

### COMMERCIAL PLANTINGS FULLY MATURED AT MINIMUM EXPENSE

How to develop a Boysenberry Plantation as quickly as possible at a minimum expense is the question asked by prospective growers everywhere.

First, consider the purpose for which the planting is to be made. Decide upon the amount of money to be invested and commence with as large a planting as one can afford. It should be remembered, however, that one acre of Boysenberries well taken care of is to be preferred over that of several acres handled in a haphazard manner.

The main object, of course, is to make the planting "full bearing" as soon as possible.

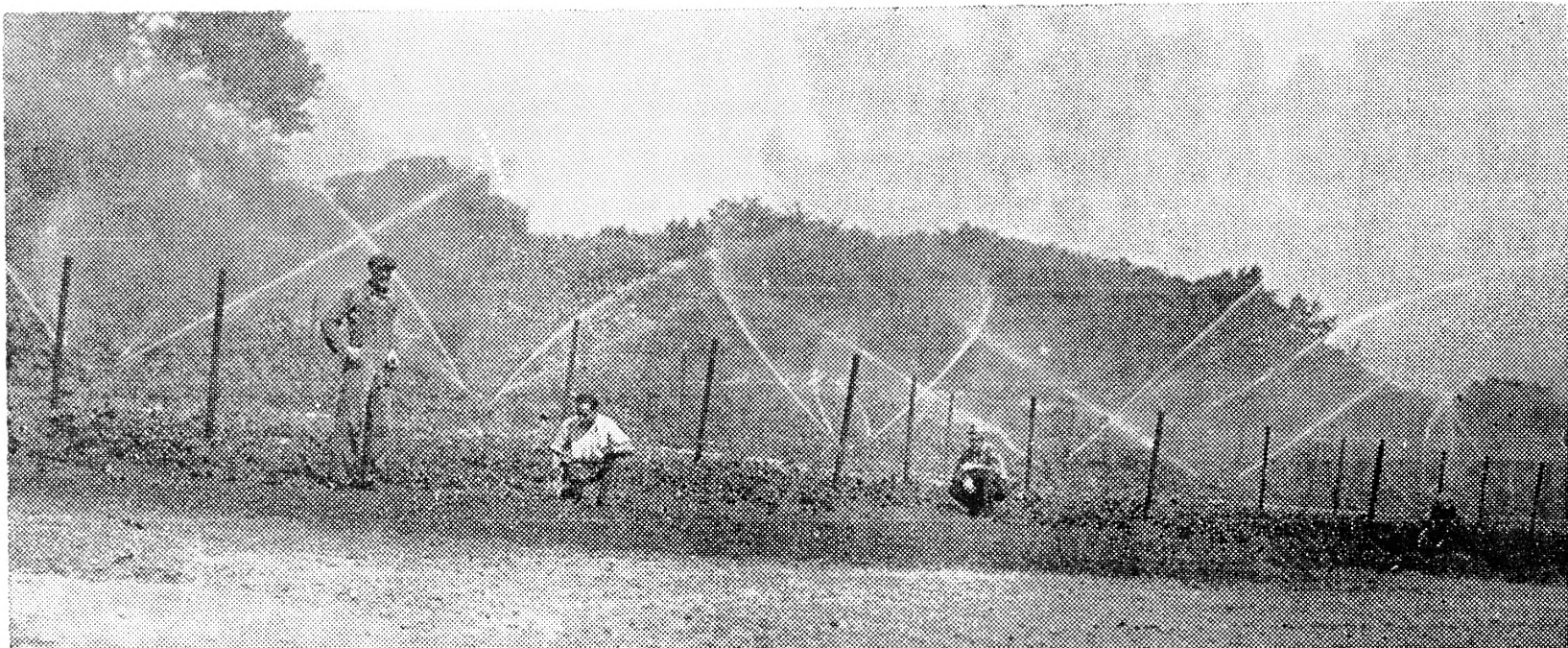
Figuring 435 plants to an acre, the ideal commercial planting would be to alternate with a full two-year old plant and a Strong No. 1 two-year transplant. In one year, half the Plantation would be full bearing while in two years the entire acreage would be on a profit basis.

Canning concerns and juice manufacturers are pushing "quick productivity" of Boysenberry plantings so the planting suggested above is quite ideal.

For others, who are just enthusiastic in being one of the first in a great new enterprise, we suggest the alternating of Strong No. 1 two-year transplant with a No. 1 tip. This type of planting also has considerable merit in that the two-year transplants would come into bearing one full year ahead of the tips. Of course, a planting made entirely of Strong No. 1 two-year transplants would be preferable but at the same time, if a larger acreage is desired at a minimum investment, the alternating plan can be adopted most satisfactorily. By this method, the additional money could be used to purchase tips. Like small livestock of a registered herd of cattle, tip-rooted plants grow into money for their owner.



Next to a Strong No. 1 Two-year transplant, a tiprooted plant is the finest plant one can buy, especially if it is NORTHERN-GROWN. Following the propagation, the plants are irrigated so there is sufficient moisture for immediate root development.



An application of nitrate of soda has been applied to tip rooted plants. Immediately following the application, the irrigation system is put into operation so quick action may take place at once. For the production of fine plants on a large scale, irrigation is essential.

When taking into consideration its ultimate possibilities, an early planting of the California Boysenberry, even at today's rather high prices for mature plants is a very economical investment. The initial cost of a planting is very nominal considering the profits derived later on.

Accept no substitution for the GENUINE Boysenberry. The first year's operation is very economical so do not be "Penny Wise and Pound Foolish" in an investment as important as the purchase of GENUINE Northern-Grown Boysenberry plants.

We are a specialist with the California Boysenberry in a Northern climate and we have a source of information unequalled by any other grower East of Oklahoma. From this fine stock, domestic and commercial growers in forty-three states have found our stock strictly as represented.

In addition, we are continuing to experiment and work with the California Boysenberry in a Northern climate. Any new information resulting from our intensive work will be released "free of charge" to our customers. We are at your service always for Successful Boysenberry Growing.

### Plant the Boysenberry For Tourist Trade

The average tourist is an inquisitive person. Always looking for something new, willing to pay exorbitant prices to taste the unusual and anxiously seeking for "something or other" to take home, he lives the "Life of Riley" while it lasts.

Install a sign "Boysenberries Growing Here" or "Fresh Boysenberry Pie For Sale" and your roadside stand will be the most talked-about place on the highway and the best patronized.

If you own a farm and the neighbor next door has the neat little roadside stand or restaurant, here is a real opportunity. In California fresh Boysenberry pies sell at fifty cents each and they can't make them fast enough.

In the beginning, it was the popularity of the Boysenberry among the tourist trade on the Pacific Coast that made the Boysenberry the most profitable berry of all times for not only was the Boysenberry the most prolific yielder of any variety but the greatest in demand.

If you live on a well traversed highway, make your planting this season. Advertise early. Let your community know you have Boysenberries growing. Even install a sign, if you like, "A Full-Bearing Plantation Next Year." Make highway passengers remember you are a grower of the California Boysenberry. You will have customers on your doorstep when the first berries ripen.

### Growers With Poor Soil Should Not Postpone Plantings

#### Get Plantings Under Way While Improving Soil Conditions

It is not necessary for a prospective grower with a poor soil to postpone a Boysenberry planting this season. If the soil is not ready this Spring, prepare it for a Fall planting. There is ample time to improve soil conditions, before a Boysenberry plant reaches maturity. Most soils, unless very poor, are good enough in which to commence the growth of the plant so with proper care, a planting can be developed as soil conditions are improved.

Natural manure provides humus in the soil and it is for this reason in particular, that Boysenberry Plantation, Lapeer, Michigan, keeps a fine herd of Registered Hereford cattle. By applying a fertilizer with the proper analysis, practically any condition of soil deficiency can be remedied within a comparatively short time.

The Boysenberry requires no particular soil different from that of any other berry except that it is a heavier feeder of fertilizer. Sand clay, a good loam or even muck if properly drained, make ideal soil for its cultivation. As a Boysenberry planting grows into maturity,

### Choose Boysenberries Untouched by Competition

#### Commercial Growers Should Plant Now

The Boysenberry market offers no competition. Think, if you can, of any other business, trade or profession which is not highly competitive.

For the commercial grower, there is a tremendous demand for canned Boysenberries and as for Boysenberry juice bottled in small bottles similar to those containing Welch grape juice, the market offers a real opportunity in the Middle West and the East for new industries.

At the present time, commercial growers cannot plant too quickly nor too large an acreage for maximum returns on the California Boysenberry.

The demand for the Boysenberry in the Middle West and the East has established markets for its products which cannot be supplied for a long time to come. If every prospective grower this year doubled his acreage, the market, even then, would be scarcely touched by competition for as more people taste the Boysenberry so is the demand for its products automatically increased.

adopt the practice of improving soil conditions.

## VISITORS WELCOME

BOYSENBERRY PLANTATION, LAPEER, MICHIGAN, is located in the city limits of Lapeer. 3-4 mile south of Hotel Barrett and 1-3 mile east, on the south side of the road.

### BOYSENBERRY GROWING MADE EASY BY PLANTING 10X10

More economical operation in successful Boysenberry growing such as planting 10 x 10 permits checker-board cultivation practically the entire season; thereby, eliminating all hand work. This spacing requires only 435 plants to an acre.



## How a Specialist Developes the Transplants

Boysenberry growing is a specialty business. Just as the products canned and juiced from the Boysenberry are specialties highly commercialized, so does the work of developing fine Northern-Grown plants require the services of a specialist.

The development of Strong No. 1 two-year transplants is an interesting example. Selecting Strong No. 1 tips, we transplant in a soil especially fitted for excellent root development. After the plants are well established, we practice a routine at regular and frequent intervals of fertilizing, irrigating, cultivating and cutting the canes back above the crown of the plant.

## SUGGESTIONS FOR GARDEN GROWERS

### If Possible Select Mature Plants

Since the planting of the average garden grower requires only a few plants to occupy the space available, more mature plants are generally selected.

The finest among these, of course, are the PARENT plants—GENUINE Boysenberry plants from the original Boysenberry Plantation in California, now acclaimed and over three years old. Transplanted early, these plants should be full bearing although some set back may result from moving from one location to another in the Spring.

Next in line are the full two-year old plants which, in reality, are two and a half years of age. Last summer, thorough emphasis was put upon their root development. With cane growth cut back until about September 1st, the plants are vigorous—ready to commence unlimited growth for their new owner. While these plants will not yield many berries this season, the plants should be equal in size next Fall to our fine strong Parent plants and full bearing.

## Fall Plantings Are Successful

### Use Two-Year Transplants

Never put off tomorrow what you can do today is as true in Boysenberry culture as in anything else.

A planting made this Spring will be underway by Fall so if you can, make your planting now. However, a very successful planting may be made this Fall if the plants are planted in their dormant stage or if those, who live within close proximity of the Plantation drive to Lapeer and pick up their stock, a planting may be made as early as late August or September.

# « 1940 Price List »

10 No. 1 Tip Rooted Plants.....	\$ 1.50
50 No. 1 Tip Rooted Plants .....	4.00
100 No. 1 Tip Rooted Plants .....	8.00
200 No. 1 Tip Rooted Plants.....	15.00
500 No. 1 Tip Rooted Plants.....	27.50
1000 No. 1 Tip Rooted Plants.....	50.00

### SPECIAL

**435 Tip Rooted Plants (Enough For  
1 Acre Planting) \$25.00 Prepaid**

10 Strong No. 1 Two-Year Transplants.....	\$ 2.50
50 Strong No. 1 Two-Year Transplants.....	8.75
100 Strong No. 1 Two-Year Transplants.....	17.50
Each Additional Hundred .....	17.50

NOTE—For fall plantings and all orders shipped South during the winter months, transplants in their dormant stage are ideal unless more mature plants are desired.

10 No. 2 Two-Year Transplants .....	\$ 1.75
50 No. 2 Two-Year Transplants.....	6.25
100 No. 2 Two-Year Transplants.....	12.50
Each Additional Hundred.....	12.50

### Full Two-Year-Old Plants---75c, \$1.00, \$1.50 Each

Full two-year-old plants, clipped, fertilized and irrigated—now thoroughly developed for strong cane growth and WITH PROPER CARE SHOULD BECOME FULL BEARING PLANTS FROM NEXT SEASON ON.

NOTE—For the small garden grower or those contemplating small commercial plantings, we consider these plants the best BUY on the Plantation. They are large enough to give growers actual experience with the Boysenberry.

### Parent Plants---\$3.00 Each

One GENUINE Boysenberry plant from the original Boysenberry Plantation in California, now acclimated and over three years of age—A PARENT PLANT. (Only 5 sold to one individual).

NOTE—The prestige of Boysenberry Plantation, Lapeer, Michigan, has been built upon its very choice PARENT stock—the original stock from which all other propagations are made. 1000 of these lovely PARENT plants will be retained in inventory so there is less than 100 PARENT plants for sale this Spring.

### ORDER EARLY

If interested in mature stock an order should be placed immediately with a small deposit down. Disappointments may come to those who wait. A 20% deposit will hold any order for Spring shipment.

With the exception of the "SPECIAL" order, all orders are F. O. B. Lapeer, Michigan

PRICES RELEASED BY

**BOYSENBERRY PLANTATION**  
LAPEER, MICHIGAN

*"We Sell the Nation America's Finest Genuine-Grown Boysenberry Plants"*

# Boysenberry Boysenberry

## Facts Lapeer

By

IRENE JARVIS

Owner of

"We Sell the Nation America's Finest Gen

### California Growers Advocate \$1600 Per Acre

No longer is the culture of the Boysenberry an exclusive trade of the West. It has been proven conclusively that the California Boysenberry will grow and thrive where any other berry will grow. Boysenberry culture is a new vocation, very remunerative—so much so that many growers in every section of the United States are choosing Boysenberries for their livelihood.

A demand has been created for canned Boysenberries and Boysenberry juice which cannot be supplied unless growers in the Middle West and East cultivate it commercially. Cannery and juice manufacturers are eagerly waiting for the development of the plantations and soliciting growers for their crops. Why? Because the cost of shipping Boysenberry products from the Coast is too expensive.

A case of pure Boysenberry juice received from California recently cost \$6.50 wholesale for 24 pint bottles. Adding \$3.68 transportation charges, made the cost per bottle 42c "wholesale," and even at that figure there is a scarcity of pure Boysenberry juice to be had. About 8½ quarts of Boysenberries produce one gallon of pure Boysenberry juice.

Figuring 435 plants to an acre with an average yield of ten quarts to a plant as low a figure as 20c per quart and you would have an income far surpassing that in any other variety.

### IRRIGATION NOT ESSENTIAL FOR SUCCESSFUL CULTURE OF CALIFORNIA BOYSEN-BERRY

Growers everywhere are inquiring if it is necessary to irrigate the Boysenberry for the production of berries.

Irrigation is not necessary for the production of Boysenberries any more than it is necessary for the production of strawberries or red raspberries, although irrigation naturally prolongs the bearing season and has a tendency of producing more and larger berries especially if the season is inclined to be dry.

For those who do not have irrigation, an application of peat about the crown of the plant will help to conserve moisture although this practice is not necessary.

Under the same climatic conditions the Boysenberry is more drought resistant than other berries.

### THERE IS NO SUBSTITUTE FOR THORNY BOYSENBERRY

Growers Deceived By Thornless Variety

Commercial growers, in particular, are interested in the possibilities of the thornless variety of the Boysenberry.

Ever since the introduction of the Thornless Boysenberry to the West Coast, Boysenberry Plantation, Lapeer, Michigan, has put forth every effort to ascertain true statements regarding it.

Only recently, one of the most prominent growers on the Pacific Coast wrote us: "We do not grow the Thornless Boysenberry nor the Nectarberry. We tried them but they have never been nearly as fruitful as the ordinary Boysenberry."

He also stated that the Nectarberry was so nearly like the Boysenberry that there was no advantage in introducing it.

An excerpt from the California Agricultural Extension Service says: "Thornless canes have been reported on the Boysenberry variety by Walter Knott, but most thornless mutations of such berries are less fruitful."

The thorny variety of the Boysenberry is not as bothersome as one is led to believe. After the trellising is completed, the briars are of little trouble as the berries form in clusters and stand apart from the canes.

The chief concern of every

grower, whether commercial or domestic is quality and quantity. So far, there is no substitute for the thorny Boysenberry and the GENUINE stock of this variety even yet is not too plentiful. So far, as GENUINE Northern-Grown stock is concerned, there is a limited supply. Do not be misled by choosing the Thornless Boysenberry, which has not been sufficiently tried on the Pacific Coast to warrant the exorbitant price of plants. If this variety had shown unusual merits, Boysenberry Plantation, Lapeer, Michigan, would have been one of the first in the Middle West to introduce it.



The above photograph illustrates the enormous root growth of a PARENT Boysenberry plant. The wrapping of a PARENT plant is a very particular job requiring a most painstaking method. Root development is the first requirement in successful Boysenberry culture. Our methods produce results.